

## Message Text

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PAGE 01 STOCKH 02484 100900Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 100704Z JUN 77  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
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AMCONSUL GOTEBOG UNN

UNCLAS STOCKHOLM 2484

FOR: BIC/OIM: TRAFTON

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: HIGH PERFORMANCE PRODUCTION MATERIALS SHOW REPORT

1. HIGH PERFORMANCE PRODUCTION MATERIALS MULTI-FIRM BUSINESS SPONSORED PROMOTION.
2. US TRADE CENTER, STOCKHOLM, MAY 24-26, 1977
3. ELEVEN PARTICIPANTS (7 NTM, 4 OTM); 12 EXHIBITORS (8 NTM, 4 OTM).
4. NO ACTUAL SALES DURING EVENT.
5. \$2,489,200 SALES EXPECTED NEXT 12 MONTHS (NTM-\$279,500; OTM-\$2,209,700).
6. TWO EXHIBITORS SOUGHT REPRESENTATION.
7. NO REPRESENTATION AGREEMENTS SIGNED DURING EVENT.

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8. THIRTEEN REPRESENTATION LEADS REPORTED; ONE EXHIBITOR EXPECTS TO APPOINT TWO SWEDISH REPRESENTATIVES IN NEXT 12 MONTHS.
9. REGISTERED VISITORS - 401 PLUS HANDCOUNT OF 19.
10. TEN OF 12 EXHIBITORS FULLY ACHIEVED THEIR OBJECTIVES IN PARTI-

CIPATING. OF THE TWO FIRMS THAT DID NOT, ONE FAILED TO ACHIEVE ITS OBJECTIVE BECAUSE IT DID NOT SEND A REPRESENTATIVE TO THE SHOW. THE SWEDISH REPRESENTATIVE OF THE CARBORUNDUM CO. COMMENTED, "PLANNING BEHIND SHOW VERY GOOD -- A GOOD JOB DONE TO ATTRACT AN AUDIENCE..." THE SWEDISH MARKETING REPRESENTATIVE OF DU PONT WROTE, "EXCELLENT ORGANIZATION -- I HAVE BEEN FULLY SATISFIED WITH THE SERVICES OFFERED BY THE TRADE CENTER AND SHALL USE THEM AGAIN AT THE FIRST OPPORTUNITY...." THE SENIOR AREA MARKETING ENGINEER OF HUNTINGTON ALLOYS' BELGIAN ASSOCIATE REPORTED, "VERY GOOD QUALITY VISITORS -- HIGH LEVEL SEMINARS ATTRACTED THE RIGHT PEOPLE...." WILLIAM A. HANAN, PRESIDENT OF NTM SULLIVAN CHEMICAL COATINGS, WHO EXPECTS TO APPOINT TWO SWEDISH REPRESENTATIVES AS A RESULT OF THE SHOW, WROTE, "VERY GOOD SHOW -- AN EXCELLENT OPENING TO THIS MARKET." ALL QUOTES ARE CLEARED FOR PUBLICATION.

11. THE SEMINAR PROGRAM AT THE SHOW WAS ONE OF THE MOST INTERESTING EVER ORGANIZED AT THE TRADE CENTER AND INCLUDED TWO LECTURES BY GEORGE C. DEUTSCH, DIRECTOR OF THE MATERIALS AND STRUCTURES DIV. OF NASA AND LECTURES BY PROF. FRANK KARASZ, MATERIALS RESEARCH LAB., U. OF MASSACHUSETTS AND PROF. BENGT RANBY, SWEDISH ROYAL INSTITUTE OF TECHNOLOGY, WHICH WERE ATTENDED BY OVER 100 KEY INDUSTRY TARGETS. IN ALL THERE WERE EIGHT LECTURES AND SEMINAR PANELS AND SIX TECHNICAL PRESENTATIONS BY EXHIBITORS. THE SEMINAR PROGRAM DREW THE BULK OF THE SHOW VISITORS. USIS STOCKHOLM CONTRIBUTED THE GREATER PART OF DEUTSCH'S AIRFARE. DEUTSCH WAS GUEST OF HONOR WITH CHARGE D' AFFAIRES AT BR RECEPTION MAY 24 AND AT SPECIAL RECEPTION FOR RESEARCH DIRECTORS IN INDUSTRY, GOVERNMENT AND UNIVERSITIES MAY 26. KARASZ WAS GUEST

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OF HONOR AT RECEPTION MAY 25.

12. THE TARGET AUDIENCE FOR THIS SHOW WAS SMALL DUE TO SPECIALIZED NATURE OF THE THEME, AND NUMBER OF VISITORS WAS FURTHER REDUCED BY A NATIONAL STRIKE ACTION THAT CLOSED OPERATIONS IN MANY FIRMS AND INCLUDED A BAN ON OVERTIME ACTIVITIES AND BUSINESS TRAVEL THAT AFFECTED MANAGEMENT AND TECHNICAL LEVEL PEOPLE IN SWEDISH INDUSTRY. THE SPECIALIZED NATURE OF THE THEME ALSO LIMITED THE NUMBER OF PARTICIPANTS WHICH REQUIRED CONVERTING THE SHOW INTO A MULTI-FIRM BSP. BECAUSE OF OUR COMMITMENT TO THE FIRMS RECRUITED, WE CARRIED OUT A FULL PROMOTION CAMPAIGN FOR THIS SHOW INCLUDING VISITS IN OTHER PARTS OF SWEDEN AND THE NORDIC REGION. EXHIBITORS CONFIRMED OUR VIEW THAT THE EFFORT WAS WORTHWHILE, PARTICULARLY FOR LONG-TERM BENEFITS TO US EXPORTS. WITH ITS INNOVATIVE INDUSTRY, SCANDINAVIA HAS A STRONG INTEREST IN DEVELOPMENTS IN MATERIALS TECHNOLOGY, AND LOCAL INDUSTRY REPRESENTATIVES EXPRESSED THEIR APPRECIATION FOR THE SHOW WHICH WAS THE FIRST IN THIS THEME TO BE HELD AT THE TRADE CENTER.

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## Message Attributes

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